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The Fifth Estate

Broadcasting Feb 7

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Vol. 104 No. 6

Broadcasting Feb 7

RAB, Texas Cable from the Lone Star state □ DBS proponent gets Prudential backing □ NTIA's Wunder resigns □ A different view of summer programing from the networks

PIECE OF THE ROCK □ United Satellite Communications acquires $45 million in capital from Prudential Insurance, which helps insure its proposed DBS launch next fall. **PAGE 31.**

TEXAS TWO-STEP □ All indications are that vendor hoedown in San Antonio was success, but issue of distant-signal rate increase sobers attendees. **PAGE 33.**

NTIA OPENING □ Bernard Wunder resigns as head of National Telecommunications and Information Administration to join private firm; David Markey seen as possible successor. **PAGE 34.**

SUMMER DOLDRUMS □ Networks look for less expensive new programing to fill summer months instead of relying exclusively on repeats. **PAGE 35.**

SPEAKES SPEAKS □ Presidential adviser says networks should cover the good news of the country. **PAGE 36.**

MONIED REVIEW □ House subcommittee casts favorable eye on proposed FCC funding but rakes FTC over coals for proposed closing of four regional offices. **PAGE 36.**

NATPE LOOK □ Upcoming convention product appears heavy with daytime and weekend programing and light in access slots. **PAGE 37.**

SUPER BOWL SNAFU □ NBC is upset by "inadvertent" switching error that resulted in unauthorized use of game feed by cable systems. **PAGE 57.**

RAB: DOING THINGS BIG, TEXAS STYLE □ Record 1,050 radio executives turn out for Radio Advertising Bureau's Managing Sales Conference. Co-op ads, leasing cable channels and new Arbitron studies among major items discussed. How-to sessions focus on promotion strategies and use of computers for greater sales profits. **PAGES 46-56.**

FOWLER REPORTS ON DEREGULATION □ FCC chairman tells New Orleans common carrier conference that communications industry will eventually be in regulation-free marketplace, but warns it can't happen overnight. **PAGE 62.**

AUSTERITY BUDGETS □ Reagan slices communications generally. FCC gains $6.3 million, barely enough to hold its ground. Only overseas broadcasting units get good fiscal treatment. **PAGE 67.**

MORE PRIME TIME ADS □ ABC-TV says it will add three commercial minutes, retaining two and giving one to affiliates. CBS expected to follow suit. NBC not sure. **PAGE 72.**

NRB: PRAISE AND APPRAISAL □ National Religious Broadcaster's Washington convention hears accolades for association's 40 years of growth. It also is afforded look at next mountains it must climb. **PAGE 75.**

KING OF THE TALK ROAD □ He's Larry King, whose insatiable curiosity and remarkable ad-libbing ability have made him must post-midnight listening on Mutual. **PAGE 103.**

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knowledge that the Super Bowl was on there," he said. "We had five complaints, but those were from people who were angry because they couldn't watch wrestling." □

Monitor

NBC goes soccer. NBC-TV announced aquisition of television rights to 1986 soccer World Cup. NBC Sports plans prime time telecast of championship game, which will take place in July 1986. Unit also plans to televise other international soccer games leading to World Cup, including 1984 European Cup and European Championships. Terms of agreement were not announced.

□

Financial aid. *Taking Advantage*, series of half-hour, weekly TV programs offering information on improving life styles through better understanding and management of personal finances, is being created by Paramount Television Domestic Distribution in association with McGraw-Hill Broadcasting Co. and McGraw-Hill's *Business Week* magazine. To be available in fall 1983, *Taking Advantage* will be anchored by TV journalists and structured in magazine format meant to offer down-to-earth financial strategies.

□

New deal. Krofft Entertainment has entered joint venture agreement with Paramount Television Production "to create and develop prime time properties for all three networks." Pact is exclusive in all prime time areas, with two half-hour sitcoms planned for immediate development. Krofft's previous productions include *Barbara Mandrell and the Mandrell Sisters* for NBC-TV and *The Donny and Marie Show* for ABC-TV.

Ratings Roundup

The second highest rated broadcast in Super Bowl history brought NBC-TV its third weekly win of the 1982-83 prime time season, giving the network an average 20.5 rating and 31 share for the week ending Sunday, Jan. 30, and boosting its season-to-date average two-tenths of a point, to 15.5/25. Super Bowl XVII averaged a 48.6 rating/69 share, according to A.C. Nielsen Co., and reached a record-breaking 40,480,000 homes, or an estimated 111,500,000 viewers, according to NBC research.

CBS-TV came in second for the week, averaging a 17.3 rating/26 share while ABC-TV averaged a 16.4/25. Season-to-date ratings for those two networks remained unchanged at 18.3/29 for CBS and 16.6/26 for ABC.

NBC's Sunday-night lineup, which included a half-hour post-game show (34/48) and a special broadcast of its two-week-old series, *A Team* (26.4/39), averaged a 42.4/59.7. It knocked CBS's average for the night from its usual 22.1/34 to a 15.4/21.9 and toppled *60 Minutes*, usually the top-ranked program for the week, from its average 25.5/40 to 50th place (13.7/19). ABC, which typically scores a 15.9/25 on Sunday nights, averaged a 12.4/17.6 for its lineup of *Matt Houston* (11.1/15) and a network rerun of the movie, *Smokey and the Bandit* (14.9/22).

ABC won Monday, Tuesday, Wednesday and Saturday, while CBS won Thursday and Friday. NBC finished second on Wednesday, Thursday, Friday and Saturday. Its Saturday-night average (15.1/24.7) was for the second consecutive week several points higher than the average that NBC usually captures for Saturday. *Mama's Family*, one of two new series introduced to that night, slipped slightly, to 17/27 from its first outing at 18.6/28, but *Family Tree*, the other new Saturday-night series, grew from its opening 10.1/18 to 12.7/22. NBC announced last week yet another change in its Saturday-night lineup. *Taxi*, aired from 9:30 to 10 p.m., will go into hiatus until mid-March, to be replaced by *Teachers Only*, starting Feb. 12. *Taxi* started out the season on Thursdays from 9:30 to 10 p.m., but was moved to Saturdays on Jan. 22 after it failed to average more than a 13.3/21.

The First 20

1.	*Super Bowl Post XVII (S)*	NBC	34.0/48
2.	*Dallas*	CBS	26.8/41
3.	*A Team*	NBC	26.4/39
4.	*Dynasty*	ABC	26.3/40
5.	*Magnum, P.I.*	CBS	24.1/36
6.	*Simon & Simon*	CBS	24.0/35
7.	*Falcon Crest*	CBS	23.8/40
8.	*Love Boat*	ABC	23.7/38
9.	*M*A*S*H*	CBS	23.0/32
10.	*Hill Street Blues*	NBC	22.2/34
11.	*That's Incredible*	ABC	21.8/31
12.	*ABC Monday Night Movie:* "Malibu, Part 2"	ABC	21.0/31
13.	*Fall Guy*	ABC	20.8/30
14.	*Walt Disney:* "The Shaggy D.A., Part I"	CBS	19.9/30
15.	*Newhart (R)*	CBS	19.9/28
16.	*Knots Landing*	CBS	19.6/30
17.	*Facts of Life*	NBC	19.4/28
18.	*Real People*	NBC	19.1/29
19.	*Hope's Super Bowl Special (S)*	NBC	18.6/30
20.	*Trapper John, M.D.*	CBS	18.6/29

The Final Five

64.	*Taxi*	NBC	10.8/17
65.	*ABC Friday Night Movie:* "The Fog" (R)	ABC	10.1/16
66.	*Dem. Response-State of Union-NBC(S)*	NBC	9.2/15
67.	*Ripley's Believe It Or Not*	ABC	8.7/12
68.	*Dem. Response-Analysis-NBC (S)*	NBC	8.2/14

The Hottest Network In Radio.

Albany, NY	WQBK AM
Albuquerque, NM	KOB AM
Altoona, PA	WVAM AM
	WPRR FM
Atlantic City, NJ	WMID AM
Baltimore, MD	WFBR AM
Barstow, CA	KWTC AM
Battle Creek, MI	WBCK AM
Beaufort, NC	WBMA AM
Boise, ID	KGEM AM
Cape Cod, MA	WOCB AM
Chambersburg, PA	WCBG AM
Charlotte, NC	WSOC AM
Cincinnati, OH	WLW AM
Cleveland, OH	WJW AM
Columbia, SC	WIS AM
Dallas, TX	WFAA AM
Danville, IL	WDAN AM
Davenport, IA	WOC AM
Dubuque, IA	KDTH AM
Durham, NC	WDNC AM
Eastland, TX	KVMX FM
Eau Claire, WI	WEAQ AM
El Paso, TX	KTSM AM
Eugene, OR	KPNW AM
Fargo, ND	WDAY AM
Forest City, NC	WAGY AM
Fort Pierce, FL	WIRA AM
Fresno, CA	KMJ AM
Grand Junction, CO	KEXO AM
Grand Rapids, MI	WOOD AM
Greenville, SC	WFBC AM
Harrisburg, PA	WKBO AM
Harrisonburg, VA	WSVA AM
Hartford, CT	WTIC AM
Hazelton, PA	WAZL AM
Hobbs, NM	KHOB AM
Houston, TX	KPRC AM
Hutchinson, KS	KWBW AM
Indianapolis, IN	WIFE AM
Jackson, MS	WSLI AM
Jamestown, NY	WJTN AM
Kansas City, MO	KCMO AM
La Crosse, WI	WCLX AM
Lansing, MI	WJIM AM
Little Rock, AK	KARN AM
Louisville, KY	WAVG AM
Miami, FL	WIOD AM
Milwaukee, WI	WTMJ AM
Minneapolis, MN	KSTP AM
Minot, ND	KKOA AM
Missoula, MT	KGRZ AM
Mystic, CT	WFAN FM
Nashville, TN	WSIX AM
New Bedford, MA	WBSM AM
New Orleans, LA	WGSO AM
New York, NY	WVNJ AM
Norfolk, VA	WNIS AM
North Platte, NE	KODY AM
Oklahoma City, OK	WKY AM
Omaha, NE	KFAB AM
Orlando, FL	WDBO AM
Owensboro, KY	WOMI AM
Palm Springs, CA	KCHV AM
Pittsburgh, PA	WTKN AM
Porterville, CA	KTIP AM
Portland, ME	WGAN AM
Portland, OR	KXL AM
Preston, ID	KACH AM
Princeton, NJ	WHWH AM
Providence, RI	WHJJ AM
Redding, CA	KQMS AM
Riverside, CA	KPRO AM
Roanoke, VA	WFIR AM
Rochester, NY	WBBF AM
Sacramento, CA	KFBK AM
Saginaw, MI	WSGW AM
Salt Lake City, UT	KALL AM
San Diego, CA	KSDO AM
Santa Barbara, CA	KTMS AM
Sauk Rapids, MN	WHMH FM
Somerset, KY	WSFC AM
Spokane, WA	KHQ AM
Statesville, NC	WSIC AM
Syracuse, NY	WSYR AM
Tampa, FL	WFLA AM
Terre Haute, IN	WTHI AM
Thousand Oaks, CA	KGOE AM
Toledo, OH	WOHO AM
Topeka, KS	WREN AM
Traverse City, MI	WTCM AM
Tucson, AZ	KTUC AM
Tulsa, OK	KELI AM
Twin Falls, ID	KEEP AM
Valdosta, GA	WVLD AM
Venice, FL	WAMR AM
Vero Beach, FL	WTTB AM
Washington, DC	WRC AM
West Palm Beach, FL	WJNO AM
Wichita, KS	KLEO AM
Williamsport, PA	WRAK AM
Wilmington, DE	WDEL AM
Winston Salem, NC	WSJS AM
Worcester, MA	WTAG AM
York, PA	WSBA AM
Youngstown, OH	WFMJ AM
Yuma, AZ	KBLU AM
Zanesville, OH	WHIZ AM

increase power to 5 kw. Ann. Jan. 28.

Accepted

■ KAAY (1090 khz) Little Rock, Ark.—Seeks CP to make changes in N augmentation patterns. Ann. Jan. 28.

■ KMEN (1290 khz) San Bernardino, Calif.—Seeks MP(BP-820524BK) to augment nighttime standard pattern. Ann. Jan. 24.

■ WLTH (1370 khz) Gary, Ind.—Seeks modification of CP (BP-20466, as mod.) to make changes in TL (nighttime site only). Ann. Jan. 24.

■ KOIL (1290 khz) Omaha, Neb.)—Seeks CP to make changes in ant. sys. and change TL. Ann. Jan. 28.

■ WSFW (1110 khz) Seneca Falls, N.Y.—Seeks CP to make changes in ant. sys. and increase height of tower. Ann. Jan. 28.

■ WGOS (1070 khz) High Point, N.C.—Seeks CP to make changes in ant. sys. to decrease height of tower, and to change TL. Ann. Jan. 28.

■ KLIQ (1290 khz) Portland, Ore.—Seeks MP (BP-20415, as mod.) to make changes in facilities. Ann. Jan. 24.

FM applications

Accepted

■ KCAW (104.7 mhz) Sitka, Alaska—Seeks CP to change type trans.; change type ant.; change ERP to 4.29 kw and change TPO. Ann. Jan. 28.

■ KDES-FM (104.7 mhz) Palm Springs, Calif.—Seeks CP to install aux. ant.; to be operated on ERP of 92 w; change HAAT to 521 ft. and change TPO. Ann. Jan. 27.

■ WHCN (105.9 mhz) Hartford, Conn.—Seeks CP to change type aux. ant.; increase ERP to 3.0 kw; increase HAAT to 836 ft. and change TPO. Ann. Jan. 27.

■ WMMK (92.1 mhz) Destin, Fla.—Seeks modification of CP (BPH-790525AG) to change TL; increase HAAT to 285 ft. and make changes in ant. sys. Ann. Jan. 27.

■ KHPR (88.1 mhz) Honolulu—Seeks CP to change SL; change type ant.; decrease ERP to 25 kw; increase HAAT to 2,091 ft. and change TPO. Ann. Jan. 28.

■ KULA (92.3 mhz) Waipahu, Hawaii—Seeks CP to change ERP to 100 kw (H) and 99.8 kw (V); decrease HAAT to 1950 ft. and change TPO. Ann. Jan. 27.

■ WRIK (98.3 mhz) Metropolis, Ill.—Seeks modification of CP (BPH-800516AB) as mod. to decrease ERP to 1.32 kw; increase HAAT to 456 ft. and change TPO; major environmental action under section 1.1305. Ann. Jan. 27.

■ WSEI (92.9 mhz) Olney, Ill.—Seeks CP to make changes in ant. sys.; change type trans.; change type ant.; increase HAAT to 500 ft. and change TPO; major environmental action under section 1.1305. Ann. Jan. 25.

■ WSRX (88.5 mhz) Allendale, Mich.—Seeks CP to change TL; change ERP to 137 w; change HAAT to 135 ft. and make changes in ant. sys. Ann. Jan. 26.

■ WSUS (102.3 mhz) Franklin, N.J.—Seeks CP to change ERP to 521 w; decrease HAAT to 745 ft. and change TPO. Ann. Jan. 27.

■ KFLQ (91.5 mhz) Albuquerque, N.M.—Seeks modification of CP (BPED-820217AU) to make changes in ant. sys; decrease HAAT to 4058 ft. and change TPO. Ann. Jan. 27.

■ WHCB (91.5 mhz) Bristol, Tenn.—Seeks modification of CP (BPED-811030AD) to make changes in ant. sys.; change TL; decrease ERP to 1.55 kw; increase HAAT to 2,310 ft. and change TPO. Ann. Jan. 27.

■ WBGY-FM (93.3 mhz) Tullahoma, Tenn.—Seeks modification of CP (BPH-820128AG) to increase HAAT to 986 ft. and change TPO; major environmental action under section 1.1305. Ann. Jan. 27.

■ KELA-FM (102.9 mhz) Centralia, Wash.—Seeks CP to change TL; change ERP to 100 kw (H); -40 kw (V); change HAAT to 1,057 ft. and make changes in ant. sys. ann. Jan. 27.

TV applications

Accepted

■ WDPB (ch. 64) Seaford, Del.—Seeks CP to change ERP to 19 kw vis., 1.91 kw aur. and change TL. Ann. Jan. 27.

■ WSKG-TV (ch. 46) Binghamton, N.Y.—Seeks CP to change ERP to 500 kw vis., 50 kw aur.; change HAAT to 1,230 ft. Ann. Jan. 26.

AM actions

■ KFLR (1230 khz) Phoenix—Granted CP to make changes in ant. sys. (increase D radiation efficiency). Action Jan. 19.

■ KTUC (1400 khz) Tucson, Ariz.—Granted CP to change TL. Action Jan. 13.

■ KTJS (1420 khz) Hobart, Okla.—Granted CP to change TL; request waiver of section 73.1125 of the rules. Action Jan. 19.

■ WLAC (1510 khz) Nashville, Tenn.—Granted CP to make changes in ant. sys. Action Jan. 14.

FM action

■ KIEE (100.7 mhz) Harrisonville, Mo.—Granted modification of CP (BPH-801203AK) to increase HAAT to 834 ft.; major environmental action under section 1.1305. Action Jan. 17.

TV actions

■ WCIU-TV (ch. 26) Chicago—Granted CP to change ERP to 2,000 kw vis. and 200 kw aur. Action Jan. 18.

■ WRWR-TV (ch. 30) San Juan, P.R.—Granted MP (BPCT-800328KF) to relocate main studio outside city limits of San Juan. Action Jan. 17.

In contest

Procedural ruling

■ Carthage, Tex. **FM proceeding** (K-106 Inc. and East Delta Communications Inc.)—ALJ Frederic J. Coufal granted joint request by applicants; approved agreement authorized reimbursement to East Delta in amount of $50,000; dismissed with prejudice East Delta's application; granted application of K-106 and terminated proceeding (BC Doc. 82-97-98). Action Jan. 3.

Call letters

Grants

Call	*Assigned to*
	Existing FM's
WMJJ	WQEZ Birmingham, Ala.
KWSS	KFAT Gilroy, Calif.
WOOJ-FM	WSWF-FM Lehigh Acres, Fla.
WIQI	WJYW Tampa, Fla.
WRBQ-FM	WRBQ Tampa, Fla.
WWET	WVTL Monticello, Ind.
WYST-FM	WYST Baltimore
WINQ	WXYW Winchendon, Mass.
KQRS	KQRS-FM Golden Valley, Minn.
WZXQ	WDGM Canton, Miss.
WQNY	WEIV Ithaca, N.Y.
WKXZ	WCHN-FM Norwich, N.Y.
KRCK	KLLB Portland, Ore.
WMGZ-FM	WMGZ Sharpesville, Pa.
KRBE-FM	KRBE Houston
WRKR-FM	WRKR Racine, Wis.
	Existing TV
WINT-TV	WCPT-TV Crossville, Tenn.

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Broadcast Brokers

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Seattle, Washington 98119
(206) 283-2656
William L. Simpson
Craig Simpson

◆

Broadcast Properties West of San Francisco, Inc.
1255 Post Street/Suite 625
San Francisco, California 94109
(415) 441-3377
Chester P. Coleman

◆

Broadcast Properties Southwest
1667 South Mission Road/Suite C
Fallbrook, California 92028
(619) 728-8018
Charles R. Kinney

Summary of broadcasting

FCC tabulations as of Sept. 30, 1982

	Licensed	*On air STA**	*CP's on air*	*Total on air*	*CP's not on air*	*Total authorized***
Commercial AM	4,668	0	0	4,668	153	4,822
Commercial FM	3,379	1	0	3,380	328	3,708
Educational FM	1,112	0	0	1,112	84	1,196
Total Radio	9,159	1	0	9,160	565	9,725
Commercial TV						
VHF	525	1	0	526	12	538
UHF	276	0	0	276	134	410
Educational TV						
VHF	104	1	3	108	8	116
UHF	163	2	4	169	15	184
Total TV	1,068	4	7	1,079	169	1,248
FM Translators	499	0	0	499	268	767
TV Translators						
VHF	2,754	0	0	2,754	265	3,019
UHF	1,654	0	0	1,654	392	2,046
Low power						
VHF	104	0	0	104	134	238
UHF	7	0	0	7	72	79

**Special temporary authorization* ***Includes off-air licenses*